



CENTRE FOR
SOCIAL AND BEHAVIOUR
CHANGE COMMUNICATION

unicef 
for every child

CRS Competition Details: Life and Radio in the Times of COVID-19

DURING COVID PANDEMIC LOCKDOWN

AUGUST TO OCTOBER 2020

Report by: CENTRE FOR SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION,

MUMBAI JANUARY 2021



CRS Competition Details: Life and Radio in the Times of COVID-19

The Competition commences w.e.f. August 25th, 2020 and should conclude by October 2, 2020. This means the participating CRS must commence their programmes any day either from or after August 10, 2020 and close all aspects of the Programmes conducted by them before [Oct 10, 2020]. Programmes done prior to August 10, 2020 or after Oct 10, 2020 shall not be eligible to be entered in the Competition. (Refer [Annexure V](#) for the Terms and Conditions of the competition)

Each CRS must conduct a programme/campaign /competition consisting of:

1. A local event/competition among target audience comprising listeners.
2. Broadcast a minimum of 3 episodes of radio programme.

Theme of the Programmes: A CRS may select any two of the following themes for the programme (i.e., local events and for broadcasting), which two themes should be used for both local events and for radio broadcasting:

1. WASH message for safety from Coronavirus: Hand wash, Mask, Physical distancing, Public hygiene.
2. Domestic Violence and abuse.
3. Maternal and Infant health, immunization.
4. Mental health.
5. Physical and Mental fitness and nutrition to build immunity.
6. Covid-19.
 - a. Stigma and discrimination due to Covid-19; and
 - b. Education during pandemic.

Participation in Programmes: Each CRS must conduct a local event in the community based on the selected themes in accordance with Section 3.4.2 above. The local event must be a competition with entries from all citizens. There should be the following segments of participants for the programmes:

Audience participation: four subgroups:

1. Youth:
2. Junior level: 10- 12 years
3. Adolescent level: over 12 years to 15 years
4. Youth level: over 15 years up to 19 years

Influencer group participation: One single group consisting of ASHA workers, Anganwadi workers, SHGs, panchayats, school teachers.

20 of the 22 CRS agreed to participate in this competition but due to some difficulties only 9 out of 22 conducted competitions.





Figure 13 10 CRS Presentations submitted to SBC³

**साधना रेडिओ तर्फे देण्यात आलेल्या स्पर्धांचे
आवोक्त आणि परीक्षा गण**

सकाळ साधना रेडिओ

आवोक्त - डॉ. अशोक भावेकर, प्रा. सायन पारदे
समितीक - डॉ. के. ए. धारगे
परीक्षा - डॉ. पुनम मिश्रा, प्रा. सरोज मेहता, डॉ. उमेश सावंत

स्पर्धांचे पत्रांक १५५ अंकासाठी संधिका साधना रेडिओ होय त्या अंकासाठी साधना रेडिओ आणि मित्रांच्यात कोणत्या
उपेक्षा करता येत, स्पष्टीक प्रसंगाने केवळ २४ कालीन परीक्षांचे दिवसही स्पष्टीक आणि परीक्षा मित्रा केवळ २४
व्यक्तीय साधना रेडिओ वर करून. सध्या रेडिओच्या पत्रांक करून त्यावर अंकावून, साधना रेडिओ आणि मित्रांच्यात कोणत्या
केवळ तेथे.

पत्रांक - साधना रेडिओ - अंकावून पत्रांक मित्रांचे - अंकावून पत्रांक - साधना रेडिओ आणि मित्रांच्यात कोणत्या

पिकाव रेडिओ

आवोक्त - प्रा. सायन पारदे, प्रा. सायन पारदे
समितीक - डॉ. के. ए. धारगे
परीक्षा - प्रा. पुनम मिश्रा, प्रा. सरोज मेहता, डॉ. उमेश सावंत

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केवळ तेथे.

पिकाव रेडिओ

आवोक्त - प्रा. सायन पारदे, प्रा. सायन पारदे
समितीक - डॉ. के. ए. धारगे
परीक्षा - प्रा. पुनम मिश्रा, प्रा. सरोज मेहता, डॉ. उमेश सावंत

Radio WARDHA 90.8 FM



**“नाईफ अँड रेडिओ”
इन द टाइम्स ऑफ
कोविड-१९**

**शारदा कृषि वाहिनी
९०.८ एफ.एम. रेडिओ**

पारितोषिके

प्रथम क्रमांक 500 रुपये, द्वितीय क्रमांक 300 रुपये, तृतीय क्रमांक 200 रुपये
अशी रक्कम देण्यात आली

RADIO PARBHANI 90.8 FM
(आपली परभाणी आपला आवाज)

पारितोषिके

प्रथम क्रमांक 500 रुपये, द्वितीय क्रमांक 300 रुपये, तृतीय क्रमांक 200 रुपये
अशी रक्कम देण्यात आली

या स्पर्धेतील सर्व सहभागी स्पर्धकांना सहभाग प्रमाणपत्र देण्यात आले, तसेच
प्रत्येक विभागामध्ये तीन क्रमांक आणि उत्तेजनार्थ दोन विजेत्यांना प्रमाणपत्र आणि
दोन सावण, दोन मास्क आणि सॅनिटायझर अशी पारितोषिके देण्यात आली.

Name Of CRS- radio Nagar 90.4 FM Ahmednagar

Location- Balikashram Road Ahmednagar

Coverage Radius- 30km

Hours Of Broadcast- 15th Hours

Popular Programs- Morning Show Nagri Misal

Afternoon Show Thodasa Roomani Ho Jaye

Evening Show MH 16 Naad Khula

**कावड - १९ दरम्यान रेडिओ वॉट्सगुलम द्वाारा प्रसारित
करण्यात आलेला कोरोना जनजागृतीपर लोकप्रिय कार्यक्रम
“शाताबाई”**

Radio Vatsogulm 90.8 FM

Banner

चित्रकला व मास्क बनवणे स्पर्धा

न20

वासुंधरा वाहिनी

Promotion for the competition

**COVID 19 जागतिक
महामारीवर आधारित जनजागृती
भव्य निबंध लेखन स्पर्धा...**

आजचा सहभागी

**कोण होऊ शकते
सहभागी?**

* शाळेचे
* विद्यार्थ्यानी
* महाविद्यालयीन
* खुला गट

3.4 ते 20 ऑगस्ट 2020
घरात वासुंधरा वाहिनीवर
जातील.

**सहभागीलेखकांनी संपर्क
संपादक देवाचंद, बेट मनुष्य
9423458880**
Email : swaranantcr@gmail.com

Figure 14 9 CRS Presentations submitted to SBC³

Scoring Process:

Final Score Sheet: (See [Annexure VI](#) for Section A, B, C, D score sheets)

CRS Name	Section D total score Judge 1	Section D total score Judge 2	Section D total score Judge 3	D.	Section B score	Section C score	Total score (B+C+D)	CRS Ranking
				Average score				
Puneri Awaz	25	27	30	27.33	5	5	37.33	1
Vasundhara Vahini	24	24	24	24	5	4	33	2
Sharada Krishi Vahini	21	22	21	21.33	5	5	31.33	3
Mgm	20	26	26	24	4	2	30	4
Yeralavani	23	20	24	22.33	4	3	29.33	5
Panzarawani	19	20	20	19.67	5	4	28.66	6
Radio Vatsagulm	22	18	24	21.33	2	5	28.33	7
KVK Pravara	19	17	17	17.67	4	5	26.67	8
Green Radio	16	21	24	20.33	3	3	26.33	9
Swarant CR	20	15	20	18.33	5	3	26.33	10
Radio Mgiri	20	15	22	19	3	4	26	11
Radio Bhumi	18	18	18	18	4	4	26	12
Manndeshi tarang vahini	19	15	20	18	3	4	25	13
Radio Parbhani	20	18	19	19	1	4	24	14
Radio Wardha	18	14	19	17	1	5	23	15
Radio Vishwas	20	10	12	14	4	3	21	16
Sadhana radio	19	14	14	15.67	3	1	19.67	17
Radio Nagar	13	12	15	13.33	4	2	19.33	18
Vidyavani	13	14	12	13	3	1	17	19



Table below indicates scores given by Judges based on presentations given by the Top 5 CRS:

Sr. No.	CRS	Dnyanoba Igwe	Dr. Rahul Tidke	Dr. Kailas Baviskar	Harsha Mehta	Total Scores
1	Vasundhara Vahini	12	11	12	13	48
2	Sharada Krishi Vahini	9	11	12	13	45
3	Puneri Awaz	13	11	13	13	50
4	Yeralawani	10	11	13	13	47
5	MGM	9	10	13	10	42

Based on the above mentioned scores the final Top 3 CRS were announced.



Samudaay Ki Awaz Puraskar

On 30th December 2020, UNICEF Maharashtra and SBC³ (Centre for Social and Behaviour Change Communication) held the first Samudaay Ki Awaz Puraskar. An award ceremony which felicitated the efforts of Community Radio Stations (CRS) of Maharashtra and their participation in Life and Radio in Times of COVID 19. This initiative was supported by Director General Information Public Relations, Information Education



Communication Bureau and Press Information Bureau.



Figure 15 Nishit Kumar explaining the scoring process

UNICEF Maharashtra and SBC³ worked with CRS in Maharashtra through this pandemic. They collaborated and created 4 programmes; *Amchi Urmila*, *Dnyan Abhiyan*, *Manachya Goshti*, *Prashna Pratyekanche* with 10 episodes each which were broadcast across 22 CRS between 15th August and 30th Sep-

tember. UNICEF and SBC³ also organized a social mobilization competition 'Life and Radio in the time of COVID 19' which started on 10th August 2020 and ended 30th September 2020. The CRS were asked to conduct a minimum of 2 social mobilisation offline or online competitions in their locality. Under this competition the CRS had to

1. Promote their competitions through the radio as well as through Social Media.
2. Conduct minimum of 2 competitions online or offline on the theme from a range of topics such as COVID 19 and Stigma, education in the pandemic, WASH mental health etc.
3. And create programmes featuring winners of these competitions.

CRS conducted various innovative competitions on these themes such as drawing, *ukhane*, *kavi sammelan*, A total of 19 CRS participated in this competition. The Award ceremony was the final stage of selection process where Top 5 CRS presented their work to a panel of judges. The scoring process for the competition scored all 19 CRS



Figure 16 Tejaswini from Puenri Awaz Presenting to Judges

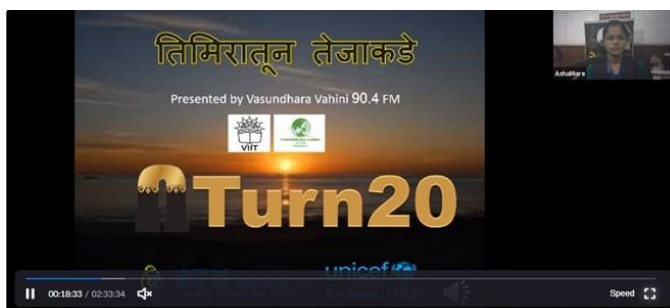


Figure 17 Presentation by Vasundhara Vahini

in 3 part. The first section evaluated CRS on the number of competitions they conducted and the number of participants they received for their social mobilisation competition. The next score sheet measured the promotions and coverage of competitions for example, number of posts/radio spots made, programmes produced etc.

As a part of this competition CRS had to submit a PowerPoint presentation which was reviewed by three judges. The average of scores of the three judges was considered as the final scoring for the third section.

CRS	Judge 1	Judge 2	Judge 3	TOTAL SCORE
Vasundhara Vahini	12	11	12	45
Sharada Krishi Vahini	9	11	12	42
Puneri Awaz	13	11	13	47
Yeralavani	10	11	13	44
MGM	9	10	13	42

Figure 18 Dr. Kailash Baviskar announcing 2nd Runner-up

The Award Ceremony was graced by esteemed judges such as Mr. Dnyanoba Igwe, Senior Assistant Director General Information Public Relations, Dr. Kailash Baviskar, Deputy Director, Information Education Communication Bureau, Dr. Rahul Tidke, Deputy Director, Press Information Bureau and Harsha Mehta, Communication for Development Officer, UNICEF Maharashtra

The top five CRS who presented their work were; Vasundhara Vahini, Yera-

lavani, Radio MGM, Sharada Krishi Vahini and Puneri Awaz.

The CRS were judged by the Jury based on 3 parameters with 5 marks for each; quality of contest, creativity of promotional post and CRS ability to conduct the competition. After the presentation few of the other CRS spoke on their experience working on the 'Life and Radio in Times of COVID 19' competition. Months of hard work in facilitating support, capacity building and monitoring had ensured the success of this competition. The awards were announcing, the second runner up was declared as Yeralavani, first runner up was Vasundhara Vahini. The winner of the first ever *Samudaay ki Awaz* competition was Puneri Awaz.

The event was concluded with an address by N.A. Shah Ansari, CRS Association National President. Harsha Mehta from UNICEF spoke of how this collaboration with the CRS would be long-term. CRS work for and with the community, they have proven to be a great force in mobilising the people in their localities. CRS are a great tool for not only creating awareness but also to help develop our communities.



Figure 19 Dr. Rahul Tidke announcing 1st Runner-up



Figure 20 Mr. Dnyanoba Igwe announcing the Winner



Figure 21 (Left to Right) Puneri Awaz, Vasundhara Vahini and Yeralavani with their trophies and certificates.

CRS Listenership Survey:

Introduction:

Since August 2020, UNICEF has partnered with Community Radio Stations (CRS) in Maharashtra. These stations covered a range of geographical locations. The details are as below:

Sr. no.	Name of radio station	Frequency details	Coverage area / district	Approximate No. Of listeners/ audience
1	Radio Mast, Malegaon	94.4 FM	25 KM In Circle Malegaon	2.25 to 2.45 Lakh
2	Radio Nagar	90.4 FM	30 KM In Circle Ahmednagar	2.50 Lakh
3	Swaranant	90.4FM	30 Km in Circle Risod	1.50 to 1.70 Lakh
4	Panzrawani CRS,Dhule	FM 90.4	20 to 25 Km from the Centre, Dhule	72,000
5	Vasundhara Vahini	90.4 FM	30 Km	2 Lakh
6	Kvk pravara A.nagara	90.8	20 to 35 for the centre	1.50 to 1.70 lakh
7	Radio Puneri Awaz	107.8 FM	35 to 40 Km from the Centre, Pune	Above 3 Lakh
8	Yeralavani 91.2 crs	91.2 FM	30 KM, Sangli	70000
9	Sharada Krishi Vahini	90.08 FM	35 to 40 Km, Baramati, Pune	1 to 1.50 Lakh
10	Green Radio CRS Sangli	90.4 FM	10 km	80000
11	Radio Bhumi ,Wadala	90.4 FM	35 to 40 km.	1.50 to 2.00 lakh
12	Radio Parbhani	90.8 FM	35 KM In Circle Parbhani	1 Lakh
13	Radio MGM	90.8FM	35km around Aurangabad	25,000
14	Radio Vatsagulm CRS Washim	90.8 FM	35 to 40 Km	3.50 Lakh
15	Radio Wardha 90.8 CRS	90.8 FM	30 to 35 Km	3 Lakh
16	Cotton city Akola	90.4 FM	30 KM/AKOLA	3.5 Lakh
17	Manndeshi Tarang Vahini	90.4 Fm	30 Km/ Mhaswad (Mann)	1.5 lakh
18	Radio MGIRI 90.4 FM Wardha	90.4 Mhz FM	25 Km in Wardha Circle	1.5 to 1.7 Lakhs

This partnership includes broadcast of 40 programmes produced by SBC³ on behalf UNICEF, covering a variety of issues. To build engagement with Listeners SBC³ encouraged Community Radio stations to conduct competition with listeners on the subject of WASH, safety from Coronavirus , Covid-19; a. Stigma and discrimination Domestic Violence and abuse, Maternal and Infant health, immunization; Mental health; Physical and Mental fitness and nutrition to build immunity, and Education during pandemic.

After successfully producing the 4 types of Radio programmes and broadcasting them over 23 CRS in Maharashtra. We aim to understand the following aspects of the CRS after our interventions.

Survey Objective:

1. To understand the demographic profile of regular listeners.
2. To understand opinion of the listeners about CRS- SBC³-UNICEF programmes.
3. To understand the Change to retention of information and increased awareness among regular listeners through 4 Radio programmes produced by SBC³ and UNICEF.
4. To know Feedback from Regular listeners about the competitions organized by CRS.
5. Aspiration of Listeners from CRS about the further programmes.

Methodology:

1. Medium: Google form: CRS will share the Google form link over a what's app number/ group or any digital group of Regular listeners. The google form will be administered and monitor by SBC³.
2. Sample: 50 Regular Listeners of 23 CRS each in Maharashtra.
3. Sample size would be selected by CRS across the coverage area of CRS transmission.

Note: The questionnaires were sent to the CRS stations who then distributed it among their listeners. since the sample size or quality could not be defined, this is only a rapid assessment and not a scientific study.

Sample size: A total of 1265 persons participated in the survey. However, 77 of them stated that they did not listen to the CRS programmes. Hence, 1188 listeners were considered as the sample for this assessment.

Summary of major findings:

1. A significantly large number of participants were rural female population in the age-group of 15-19 years. This group is the most difficult to reach due to restrictions on their mobility and social norms. This was a captive group which could be further addressed to empower them particularly with regard to child marriage, education and skill development. CRS are definitely a successful medium to reach out to this population.
2. Sharada Krishi Vahini and Akashwani had the maximum number of participants. While Aakashwani has a pan-India reach, the other stations such as Sharada Krishi Vahini, Yerlawani etc. were smaller stations with a limited reach, thus indicating its capacity to reach out to smaller, localised populations.
3. Participants liked the UNICEF-SBC³ programmes because of their content and simple delivery. This indicated that listeners were looking for correct information and found that the CRS programmes fulfilled this need.
4. Considering that most of the participants were youth, they expressed a desire to listen to more programmes on education, career choices, mental health and nutrition. These were also their prime concerns at this age. Significantly, both male and female participants wanted this information, indicating that rural, adolescent girls are also concerned about education and career and are looking for support and guidance in these matters.
5. More women were aware of COVID-19 precautions as compared to men. Women were more likely to be at home and listening to the information from various sources as compared to men. They are also more likely to be in-charge of matters relating to hygiene.
6. More female participants as against male participants were able to recollect the CHILDLINE number. This is significant.
7. A majority of the participants could answer the question on the number of days that are critical for the survival of a new-born.
8. A majority of the participants also understood the need to seek expert help for mental health issues and this was true for both male and female participants.
9. With regard to materials to be used during menstruation, a majority stated sanitary pads as the best option. However, more male than female participants opted for cotton cloth or plain cloth. (For detailed report please refer [Annexure VII](#))



Anecdotal Stories from CRS Campaign:

SBC³ engaged with final year students at Fergusson College, Pune from the department of Media and Communication to create these Anecdotal Stories from CRS Campaign. These students contacted CRS, interviewed them as well as the radio listeners and competition participants.

Manndeshi Tarang Vahini, Satara 90.4 MHz

'A community radio station by Manndeshi people for the Manndeshi community' Radio

By Radhika Londhe

Manndeshi Tarang Vahini is a community radio station located in Mhaswad, in a district of Satara. It aims for the development of the Manndeshi community. One can say that it functions on the lines of 'by Manndeshi people for the Manndeshi community'. Manndeshi Tarang Vahini was founded on November 17th, 2008, inspired by Smt. Chetana Sinha, the president of Manndeshi foundation. From the initiation beginning of this initiative, this CRS focused on dilemmas of farmers, educational stories for kids, awareness programmes for women and issues of the young generation. They produced 'Radio Doctor' programme for health-related problems. When asked about the tagline of their community radio station, Mr Sachin Menkudale, the coordinator, said, "We have always kept our studio open to all. If you can talk, come and tell the audience what you want to share. Never hesitate to speak. Also, we have never kept time restrictions. They can visit any time and record. After editing it will be ready for broadcast. We always make them feel that these programmes are exclusive to them, for the whole Manndeshi community." Along with their periodic programmes, Manndesh Tarang Vahini aired four programmes produced by UNICEF and SBC³ between August 2020 & October 2020. They covered a variety of topics such as education, COVID-19, nutrition, child protection, etc. Manndeshi Tarang Vahini also organized offline and online competitions, to integrate awareness about COVID-19 and safety measures, like social distancing, hand washing, usage of the mask and public hygiene. Talking about the selection of the topic, Mr Menkudale said, "As radio is a tool of entertainment, most of the community has access to it. We paid attention to the needs of the community and finalised three competitions. During Covid pandemic, most people are concerned about self-hygiene. Therefore, we chose Covid-19 as the key topic of this competition."

The first competition was the '*Ukhane*' competition, for women. *Ukhane* is a traditional Maharashtra custom where a wife says two lines which must rhyme and include her husband's name. This custom is especially followed during festivals and special occasions. For this competition, the subject was 'Awareness about COVID-19'. Women had to weave in the message around COVID-19 in their Ukhana. The organizers appealed to the participants to share their video and then a Zoom meeting was arranged for all participating women. "We held it during the *Gauri-Ganapati* festival so that the excitement level & participation would be doubled", said Mr Menkudale. Promotion of the competition was done through their WhatsApp group of 'Manndeshi radio Sakhi-manch'. The winner of *Ukhane* competition, Mrs Dipali Milan Salunkhe shared her experience, "Because of the corona crisis, not only the state of Maharashtra but entire India was at stake. Everyone was fearful and stressed. I am very thankful to doctors, nurses, police, hygiene and other social workers for their tremendous efforts during this period."

This competition gave me an opportunity to express my thoughts." After successfully executing the *Ukhane* competition, they conducted the poetry competition. They asked all participants to compose as well as present their poetry. Mr Menkudale stated, "Our prime motive behind both competitions was to eradicate the fear of COVID-19 from our community and appeal them to use a face mask and hand sanitizer regularly." He added, "We got a good number of 75 entries for the same. We formed a WhatsApp group naming '*Kavi Vichar Manch*'. Initially, it was formed only for the competition, but then participants and audience demanded to keep this group for an exchange of creative scripture. To us, this project was an immense success." Then they held the third and the last competition that is the poster competition. The radio station aimed to approach the entire community, especially those who are not using social media. Mr Menkudale stated, "We used our bank premises as it was one of the essential services, so, we could target a larger crowd. We preferred offline competition. A total of 30 students participated in this competition." He added, "We opted to conduct an audience poll for the result. Until now, we haven't taken down those posters from the bank walls. Many students were keen to participate. But all schools were closed, and therefore it was difficult to reach all the students. But then, school teachers came to the rescue. Drawing teachers not only helped to reach out to the students but also, bought and distributed all the materials to them."

When Covid-19 positive cases were detected, they had to shut down all the services immediately. In this case, executors, participants and audiences all had to learn the use of social media. He spoke, "All schools were reopened on various online platforms. So, all students were already familiar with the Zoom application. We decided to take advantage of it and organized the competitions on Zoom." Hence, we got a huge response for all our competitions. The participants, as well as the audiences, enjoyed them. During Zoom meetings, many women were dressed up. They were never bothered by this new normal. Many listeners asked questions during these programmes. They opened up to the experts with all their issues.

In spite of all the hurdles, community radio stations always focus on the well-being of their community. Therefore, people easily get connected to these radio programmes. When asked about the effects of community radio stations and its programmes, the coordinator answered, "People in rural areas are more inclined towards local news. Through CRS, we present a variety of news items from our community to our local population. This medium helps us to preserve a particular community's culture and traditions. In times like these, it helps in the execution of awareness programmes." Lastly, speaking upon how this procedure has helped people go through this pandemic, he said, "All people were tired of hearing repeated stories and news of covid-19 on various platforms. They strongly needed a change. The programmes of SBC³ and UNICEF was a welcome change. Though the topic of our poetry competition was COVID-19, they got very excited as it was a new challenge for our audience. Through these competitions and programmes, they were entertained and educated simultaneously."



Radio Puneri Awaz 107.8 FM

Becoming the voice of COVID-19 warriors – Radio Puneri Awaz 107.8 FM

By Manasi Gadgil

Radio ‘Puneri Awaz’, which translates to ‘The Voice of Pune’ has been functioning in the city for just over four years. While covering an area that includes the city of Pune and 16 other smaller towns, this radio station caters to a wide audience that includes local tribes, street vendors, and labour societies. This station also has a well-connected app and website that streams its programmes 24x7 over the internet.

In the middle of August 2020, Radio Puneri Awaz teamed up with UNICEF and SBC³ to create and broadcast programmes that revolved around COVID-19 awareness, mental health, education during the pandemic, and more such topics. Shows like ‘*Manachya Goshti*’, addressing the issues related to mental health with experts on the topic answering the listeners’ questions were broadcasted throughout the months of September, October, and even later due to popular demand.

They also chose to conduct four competitions throughout the months. These included a Drama competition, drawing competition, poetry competition, and an essay-writing competition. Catering to several age groups from school-going children to senior citizens, these competitions gathered immense response from the listeners.

“The selected themes were COVID-19 awareness and mental health. A lot of people are facing issues with loneliness and depression due to this lockdown and we wanted to create something that didn’t make them feel like they’re alone” said Tejaswini, the Production Head at Radio Puneri Awaz. The first phase of these competitions included creating promotional content. “We composed several new songs and jingles, and also spread the message through our social media handles.” Creating jingles wasn’t the easiest of tasks, especially in a time when nobody was readily agreeing to come to the radio station to record. “The making of a single song required 7-8 people. One wrote the song, the other composed the music. We couldn’t find a suitable singer for quite a while and so the songs got passed around until we finally found the right voice” she said. Despite the struggles, they had an optimistic point-of-view towards the situation.

A civil engineer by profession, Tejaswini chose to pursue her passion for connecting with people by working at a radio station. With over four years of experience in managing competitions for this radio station, the ones conducted in partnership with UNICEF and SBC³ stood out for her. Tejaswini said, “I’ve always talked to people over the radio and not face-to-face. As a result, conducting these online competitions was quite a challenge. In fact, when we decided to do a Zoom call with all the participants, many of them told me that they had no idea how I looked and were so glad they could finally see me.”

Due to its location in a city, Radio Puneri Awaz has a lot of competition in the area. Not only do they have commercial competitors but also a few community radio competitors. This makes it hard for them to be discovered by the people in and around Pune. “The biggest change I have seen throughout these two months is in the listenership for our station,” says Tejaswini. With over seven thousand listeners added to their audience count, the broadcasting of several relevant and interactive programmes has immensely benefited the radio station.

Shows like ‘*Dnyan Abhiyan*’, which included interviewing experts about social issues were very popular amongst the listeners. “We also conducted interviews with two doctors who were working in the COVID ward. Unfortunately, they tested positive for the same. They told us about their story through their quarantine phase and how they took in everything with a calm mind. That really struck the audiences as they both are over 60 years old and have issues related to blood pressure and diabetes. Their story really gave all of us hope and inspiration” says Tejaswini.

By beginning of October, the competitions came to an end. With over 230 entries, it was quite a challenge to go through them and select the winners. Despite this, it was decided that an e-certificate was going to be provided by Radio Puneri Awaz to not only the winners but also all the participants. “They were all very elated. I’m sure this competition is something they will all remember even after many years” said Tejaswini. The radio station also received several feedback praising and appreciating the work of UNICEF and SBC³ along with Radio Puneri Awaz.

One such listener, Nanda Kokate said “I eagerly tuned into the radio to listen to the show ‘*Aamchi Urmila*’. It made me realize that it’s important to express my gratitude towards all our Corona Warriors. They work day and night, risking their lives for ours. The shows that you have broadcasted have played an important role in creating awareness amongst us all and I would like to thank you for that.”

From an increase of listenership to garnering new experiences, the partnership with UNICEF and SBC³ has brought welfare to Radio Puneri Awaz. While expressing her gratitude, Tejaswini says “Several listeners took inspiration from these shows and held workshops in their area about COVID-19 awareness. They called us and talked about how they saw the change in people. It’s due to these kinds of projects that we directly connect with the community. When the enthusiasm of our community increases, we truly feel like the Community’s Radio Station.”



Vasundhara Vahini

The Valiant Work of Vasundhara Vahini

By Poornima Dhokane

The Community Radio Station Vasundhara Vahini FM 90.4 MHz, was initially known as 'Vasundhara Krishi Vahini' which was established in April 2004. It is situated at Vidyanagari, VIIT campus Baramati, Pune. Its transmission range is about 30km which covers a population of 1.5 lakhs. This community radio believes in the values of sociality and hence the members of the community collaborate with the radio station to design and broadcast programmes on the air. Since most of their listeners belong to the farmer community, before COVID-19 their programmes were based on the topics that are related to farmers and agriculture. Some of these programmes were: *Krusha Sandesh*, *Sheti Pathshala*, *Pashudhan*, *Bhumi Putra*. These programmes helped their community grow in the field of agriculture. They conducted talk shows with the professors of Agricultural Science Centre, who gave them knowledge about the modern technologies that are coming up in the agricultural industry. They also talked about topics such as 'How to take care of your Equipment' and the process of farming, right from the sowing of the crop to its harvesting. Since this radio station is part of an educational institute, they also broadcasted a programme specially designed for the children, called *Kilbil*.

During the time of Covid-19, the community radio along with SBC³ and UNICEF organized different programmes and competitions. Namely: what about people who perform the last action, Mask-making competition, with its topic being Corona and Agriculture, and a drawing competition that had various themes. The drawing competition was divided into 3 age groups: 10-12, 12-15, 16-19+ years, whereas the mask making competition was open to all. These competitions were promoted through various mass media channels like Print, Social media, and word of mouth. They received 250+ entries for these competitions. They also received requests from the participants to extend the submission date so that they can take part in these competitions. While choosing the topic their priority was to have participants from all age groups. And so, they named it 'U-TURN 20' to refer to the fact that our life as we know it has stopped due to COVID-19. And this is how they started their journey from darkness towards the light which they called *Timira Kadun Teja Kade*. Under which the designed on-air shows like '*Mahamarichya Kalati Shikshan*'.

Under the same programme, '*Timira Kadun Teja Kade*', SBC³, UNICEF and Vasundhara Vahini Community Radio Station conducted another show called 'COVID-19: What About the People Who Perform the Last Action?', in which they covered an interview of a health inspector from Baramati, Mr Rajendra Sonawane. In the month of July, the first death due to Covid-19 was reported in Baramati. That is when he and his 10-member team came to know that they were responsible to perform the last rites. Over several months, they have performed more such last rites. Each time, they have to wear PPE kits for 5 long hours. "If we can do this, people should at least wear masks when they go out of their homes," he said. Initially, it was difficult but eventually these '*Yamduts*' as Vasundhara Vahini refers to them, performed the last rites of all the victims as though they were their own family. When this interview went on Air this news was covered by Maha News, after which they received appreciation for their work..

Vasundhara Vahini thought the most challenging thing in the competition would be reaching the target audience of 10,000 people. Since all people were at home and were not in a great mindset to participate in the competition, they thought it would be difficult for them to reach even two thousand people. But they used it as a platform to express themselves and received 10,000 responses to their surprise. This became possible only because of the volunteers and RJs who reached out to schools, tuition classes, savings pool groups, and influencer groups to attract the audience. First time in the history of Vasundhara Vahini police officers took part in the competitions. They had a total of 150 entries from them.

Kindness costs barely anything but its value is immense. “Random acts of kindness are all around us and these things make someone’s day and during these challenging times, Vasundhara Vahini kept people’s morale high. It is the people who have made these campaigns great success. We are very thankful for the opportunity SBC³ provided us alongside UNICEF to reach out to people, help them, and made us reach new heights’ said Asha More, Station In charge Vasundhara Vahini.



Radio Vatsagulm – 90.8 FM

From COVID-19 patients to preachers – Radio Vatsagulm’s story of perseverance

By Manasi Gadgil

Ever since its establishment in 2015, Radio Vatsagulm has been an integral part of peoples’ lives. With no other radio frequency in the area, this Community Radio Station has been the go-to source of entertainment for the people of Washim. Throughout its five years of functioning, Radio Vatsagulm has mainly catered to farmers and their families. By airing close to 730 hours of entertaining yet informative programmes that address farmers’ issues, it has been one of the leading factors for the significant reduction of farmer suicides in the area. “Our Radio has become the voice of the Washim,” says RJ Irfan Sayyad.

From mid-August to mid-October 2020, this Community Radio Station in partnership with UNICEF and SBC³ regularly aired four standard programmes that spoke about issues related to COVID-19 awareness, nutrition, and child protection, etc. These four programmes covered several issues related to COVID-19, menstrual hygiene, education, and much more. The programme ‘*Aamchi Urmila*’ which literally translates to ‘Our Urmila’ was an entertaining radio drama that highlighted social issues from the point of view of a schoolteacher. Shows like ‘*Prashna Pratyekanche*’ gave way to an interactive session between the listeners and several experts. These shows were also re-broadcast in the same week. Along with broadcasting these shows, Radio Vatsagulm also conducted two competitions with their themes revolving around the Coronavirus – a Poetry competition and a Rangoli competition.

“We were mindful about why we chose those two competitions,” says RJ Irfan. Rangoli, which is a traditional art form in India is often made at the entrance of a home. “We thought it was a simple idea. Whenever anyone entered that house, they would be reminded of the precautions that had to be taken in order to stay safe. It would act as an instant reminder to everyone”

The poetry competition was held to explore the creative writers’ minds. With an already budding community of poets in Washim, it was the competition that was guaranteed to garner a significant level of participation from the community.

The task force at the community radio station that included various RJs, a graphic designer, and the station head immediately got to work. From creating posters for their social media handles to preparing their devices for incoming pictures and poems, the whole radio station was buzzing. And as expected, several entries started to pour in. But with that, so did the challenges.

Although technology had made it easier for them to conduct the competitions online, they faced issues when several rural women didn’t have the experience of taking photos from their phones, or more precisely, to take selfies with the Rangolis they had just created. With some help over phone calls, the issue was solved.



In the middle of September, while creating a programme for the COVID-19 testing, RJ Irfan, unfortunately, tested positive for the same. “It was quite scary. I genuinely thought that the station would shut down, but we pulled through. All my colleagues luckily tested negative and we had to work from home for a week. It was a completely new experience. Through this process we learned how to operate from home and could also create programmes about COVID-19 more precisely because now I had the first-hand experience.” he said. Soon after this, Radio Vatsagulm aired programmes and jingles on the correct method to wash hands and on how to make masks.

At the end of the competition, the judges announced the winners. Mrs Swati Kharawan was chosen as the winner of the Rangoli competition. With a Rangoli that saluted the Corona warriors, she said “I took inspiration from everyone around me. Both my children are doctors and work in the COVID ward. They selflessly risk their lives to save others. My rangoli is special because it is personal.”

With an unstoppable zeal for participating in the competition, Mrs Swati’s husband went out of his way to help her. All the stores being closed due to the virus, he travelled 5 kilometres on his bicycle in order to get the material and colours that were required for making the Rangoli. Bhumika Pathak, a young 15-year old listener also praised the radio station for its infotainment based programmes. “Through these competitions, I’ve learnt more than just what school could’ve taught me,” she said.

“We would earnestly like to thank UNICEF and SBC³ for this opportunity and look forward to collaborating with them on several more occasions. These competitions have received immense response from our listeners and has helped us to ensure that the people of Washim are aware of the COVID-19 spread and take the necessary precautions” says RJ Irfan. Whether it came to handling a whole radio station from home, or simply creative expression, the people of Washim have taken inspiration from their struggles, and these competitions of COVID-19 awareness has emboldened them.



Green Radio

Win With The Green

By- Poornima Dhokane

Green Radio is the first-ever radio station in Sangli, including community and commercial radio stations. All these years they have been working for the people of Sangli and Kolhapur, who are mostly into farming. So, all their programmes are planned to keep in mind the interests, local problems, and the opinions of the audiences. Hence, the name Green FM as they wanted it to relate to the greenery these people bring into their lives. Right now, the whole world is facing a battle, and everyone wishes to come out of it successfully. The first patient in Sangli was found in Islampur and the count exceeded 22 in a single day. It kept increasing and reached a staggering 1200 to 1300 patients per day within just a few weeks. Considering the overall population which is less in comparison to the rate of increasing patients was a big deal. At that time Green FM decided to do something to keep the environment of their audience positive. So, they along with SBC³ and UNICEF came up with the campaign *Green Cha Yodha Corona Viruddha* (Green's Warrior Against Covid-19). In which, they conducted different competitions, the first one was the elocution competition. The topic for this competition was the Education System during the Pandemic. The age group for this competition was above 10 years, but they got two entries below 10. One was a 9 year old and another a 7-year-old kid. The way she expressed her feelings on how she is missing the school, how sometimes she is not able to see her teacher due to poor network connection and how much she is missing eating tiffin with her friends in the recess had left them in amazement.

Since they couldn't work on the ground, they made a 1-minute promo to let people know about the topic and guidelines for the competition which then was forwarded on WhatsApp. The winning oratory came on air later. The second competition was a drawing competition, and the topic was Domestic violence. This was divided into three groups: kids, adolescents, and an open category. Since this was a very sensitive topic, and most children don't even know what this topic actually means, Green FM was not expecting entries from children. They were stunned, shocked but also impressed with how these children have expressed what they have heard or seen on the paper.

All the participants of the drawing competition were asked to scan their drawings and submit them online. So, all these drawings were sent to the judges online itself. The third competition was a poem writing competition which was less time taking in comparison to the other competitions since they just had to forward the text messages to the judges. The target audience for all these competitions were mostly the ones who spent all their lives on-field and did not give much time to themselves. And they did get entries from doctors, engineers, teachers and many more. So here they thought their campaign was successful.

Green FM also made a show on domestic violence during a pandemic by taking bites and interviews of the people who were victims of the same. Another discussion took place on 'education during the pandemic' in the radio station. Different people from the education sector expressed their views and opinions. All the government guidelines were followed including social distancing in the radio station.

All this while one thing they kept in mind was no one should face any problem because of them, be it organizers, volunteers, or participants, since people of all the ages right from six to sixty were included in this. So, they tried to use technology as much as they could. Another thing was how to distribute the trophies, though they sent the online certificates immediately. They waited for the situation to get in control for the price distribution which happened recently.

All this while the best experience came when they called one of the winners of the competition Uma Namjoshi; told her she had won and as of now they are sending her the online certificate, but once the situation comes under control she will have to come to receive the trophy. At that time, she asked them if they can courier her the trophy because she will not be able to come since she lives in Pandharpur. Until then they didn't know they had reached such a vast audience.

Green FM along with SBC³ and UNICEF were successful in keeping their audience in Positive environment in such dark times. Community radio stations connect to people emotionally and boost them physically and mentally through such campaigns. This overall journey was a step towards winning a battle we all are a part of. So here, learn to keep our surrounding positive in the hard times like these and Win with The Green!



Panzarawani

‘Radio Panzara: A platform for the tribal community’

By Radhika Londhe

The voice of a radio station roams around a tribal and mountainous belt in Khandesh (north-western part of Maharashtra state in India) for the welfare of the tribal community. Located in the Dhule district in Maharashtra, Panzarawani Community Radio Station known as 'Radio Panzara', covers a population of approximately 72,000 people from 46 villages. This CRS is run by Lupin Human Welfare and Research Foundation, Dhule. In its 7 hours of broadcasting, Panzarawani Community Radio Station broadcasts programmes like *Sahitya Darbar* (which literally translates 'Literature court'), *Ahirani Tadaka* (Tempering of Ahirani songs), *Aradhana* (Worship) and Hello doctor. Station coordinator Mr Rahul Thakare said, "In Sahitya Darbar programmes, writers and poets read their articles and poems. We also arrange interviews with them. As *Ahirani* song is the traditional music of Khandesh, in *Ahirani Tadaka* programmes, we broadcast these songs. Aradhana programmes comprising of devotional songs is scheduled in the morning." He added, "We are also arranging '*Utsav pava-sacha*' (festival of the rain) for poetries in June and July, from past two years. We record these poetries and promote them on a social media platform. We aired two other programmes, '*Majhi kahani*' (my story) and '*Majha sandesh*' (my message). These programmes focused on an ordinary man's struggling stories and messages given by him to the community respectively" Along with these programmes, Radio Panzara has broadcasted a series of four programmes in a partnership with UNICEF and SBC³ (Centre for Social and Behaviour Change Communication). All programmes were appreciated so much that, Radio Panzara had to rebroadcast those programmes on popular demand.

Many listeners regularly engaged with the experts who were invited to participate in programmes like '*Manachya Goshti*'. One such listener was Mr Nilesh Desai. A resident of Manjri village from Dhule district, he took to Radio Panzara's WhatsApp number to drop in a query about his health. He was suffering from mild ailments like acidity and was looking for a solution. Dr Pramila Menon, an expert on the topic picked his question and suggested several remedies like regular exercise, yoga, and a balanced diet. "I was apprehensive that they would even respond, but I'm so glad that I have a simple solution to my problem because of the show," he said.

"While discussing the competitions, we considered what people could do easily. So, we arranged a drawing and essay competition. We asked them to design a mask in a drawing competition to signify the importance of wearing a mask. For essay competition, we gave them a total of 6 subjects." Said Mr Thakare. Both competitions had 6 group criteria for the participants where two groups were for SHG (Women Self Help Group) and ASHA and Aanganwadi workers. For pre-publicity of the competition, Radio Panzara aired 40 announcements. They also promoted on social media platforms such as WhatsApp, Facebook and Instagram. They published an article in some newspapers appealing for participation. As a result, organizers recorded a total of 134 entries for drawing competition and 88 entries for essay competition. Mr Thakare said, "When we promoted competitions on social media, we received some entries from outside our district. It became a state-level competition."

When asked about the feedback from participants, Mr Thakare answered, "We received a lot of feedback from participants and their parents, especially from the girls. Here most of the community is tribal, so there is a lack of such a platform to exhibit their skills."

The winner of the essay competition Rupali Choudhary shared her experience, "Being a patriarchal community, domestic violence is an important challenge to cope with. An increase in domestic violence is observed in the past few months of the lockdown. As a woman, I can empathise with the victims' emotions. The competition provided me with a great opportunity to express my thoughts and opinions about them. The subject is quite vast, and it was a challenging task to cover all aspects in 500 words. I thank Radio Panzara, Mr Rahul Thakare, UNICEF and SBC³ for giving us this opportunity to exhibit our creativity."

"Our community radio station is situated in Pimpalre village which is 70 km away from Dhule city. In our area, there is no access to any commercial radio stations. It is also very difficult to catch the frequency of *Aakashwani*. Hence, in times like COVID-19, we could reach to our community very easily through our CRS. We broadcasted some awareness programmes for the audience. During the lockdown, we appealed them to send their stories, memories, or other experiences through WhatsApp. Activities like these helped all the people to get through this pandemic." Mr Thakare added.



Yeralawani

“Expression in the time of a Pandemic”- Yeralwani Community Radio hosts online Competitions and Programmes in collaboration with SBC³ and UNICEF

By Sanika Saraf

“Come on, let’s fight, all of us together, let us defeat corona”. Penned by station in-charge, Uday Godbole, and sung by the radio staff, a jingle consisting of precautions regarding Covid-19 and made its rounds on Radio Yeralwani, 90.4 FM, from mid-August 2020. Established in 2010, the NGO based community radio station works towards local farmers’ issues and broadcasts various shows based around these topics, in the form of infotainment. The radio covers a distance of 40 to 50 kilometres in the taluka of Jath, from Sangli district. In the 10th running year of the radio, Yeralwani partnered up with SBC³ and UNICEF and broadcasted various programmes in relevance to Covid-19. They also conducted online drawing, essay-writing, and healthy recipes competitions for their listeners.

“We wanted to help people express themselves during the pandemic of Corona,” says Producer Kshitija Kelkar. The essay-writing competition garnered a huge response from the listeners, as entries from all age-groups started flying in. “At first, our essay-writing competitions focus on the youth, who have immense willpower and energy but are unfortunately stuck at home during this period. We wanted them to express the uncertainty they are facing regarding their futures with the help of our competitions. We were pleasantly surprised when we received entries from older generations consisting of teachers and professors as well.” The competition of ‘healthy recipes’, specifically for women, did not sail as smoothly. “We had some difficulties in obtaining entries. The woman in rural areas are not very efficient in using technology, so they were sceptical about the process of sending in their recipes. Many wanted to enter the competition, but they didn’t know how to take pictures or videos and send them to us.” A few phone calls with the radio staff solved these problems.

Despite not being well-equipped with operating devices, the overwhelming enthusiasm of participants astonished the radio staff. “A participant in the recipe competition made a Paneer based dish, which surprised us all.” Paneer, which is a product of curdling milk with fruit or vegetable-derived acid, is more readily available in the urban parts of India. “Her father cycled to the next town and got her paneer, which she had to store in her fridge to later preserve it.” Many more healthy recipes like this started arriving. “We wanted to spread various healthy recipes in the community during this time, and also wanted women to come out express themselves.” says Producer Kshitija.

The central themes for their Drawing and essay-writing competitions were ‘Education on the time of a pandemic’ and ‘Safety and cleanliness during Covid-19’. “Our community inspired us to take up these themes. We had problems regarding online learning in the community, so we chose these topics.”

With the lockdown in place, most of the schools and colleges have shifted online. Several students have been facing internet connectivity issues. In the programme, “Difficulties regarding online education”, the radio station invited students and teachers to talk about online platforms and proposed solutions for easier learning. Online schools also operated through the radio, and devices were provided to students to ensure that their learning would not stop.

The radio also had another programme in the form of a ‘Kirtan’. ‘Kirtan’ is a traditional ritual, in which awareness and spirituality are spread through the forms of songs and poetry. Due to its rhythm and melody, the message leaves an impact on the minds of the listeners. “We chose ‘kirtan’ as a means to spread awareness about the pandemic in the community. We wanted to use traditional and colloquial forms of communication.”

The Community radio station has always tried its best to spread awareness regarding the pandemic in the forms of small skits. They also had a phone line, which was always ready to answer questions regarding the pandemic. “Due to the competitions and our programmes, listeners are now aware that our radio isn’t only entertainment, but also informative. With a decrease in face-to-face interaction, we wanted to increase conversations and engage the people of the community who have been facing similar issues. We also wanted to increase awareness of the precautions to be taken during this period. Our collaboration with SBC³ and UNICEF most definitely helped us achieve this.”

In the time of a pandemic, the enthusiastic participation and expression, through competitions and programmes conducted by Yeralwani radio has not only inspired the residents of Jath but has also lifted their spirits and zeal.



KVK Pravara

Providing an opportunity to the oppressed- Radio KVK Pravara 90.8 FM

By Sanika Saraf

Working towards the development of their community, KVK Pravara Radio 90.8 FM started its journey in 2009. Since its inception, the community radio station has spread its reach across 460 towns and close to 80,000 listeners near Ahmednagar. Primarily based near Shirdi taluka, the radio covers topics regarding agriculture and farming issues, along with education and rural development.

The radio station collaborated with SBC³ and UNICEF and held various online competitions and programmes regarding COVID-19 amongst others from 15th August 2020. The competitions included '*Poshan Ahar Thali*', or a full plate/meal of nutritious food, poetry, and comedy. The *Poshan Thali* competition was targeted towards women, whereas the poetry and comedy competitions were open to all.

"We wanted to spread awareness regarding what our meals should consist of, especially in these times. We also wanted women to express why they thought of making particular dishes," says Yaman Pulate, an RJ from the station. The participants of the competition were all provided certificates to fuel their enthusiasm. "We were surprised that the women who took part in these competitions all connected and created hobby groups which are active even now. They all helped us out with the radio and have formed close bonds with each other."

The competition especially saw a huge turnout in the *Rangoli* segment. Community Radio was also able to lend a helping hand through this competition. "We asked a five-year-old girl who participated in the Rangoli competition about her online school and lockdown. She informed us about her Uncle who was previously situated in Pune and lost his job due to the pandemic. With a few more questions, we offered him a job at the radio, and today he runs his own programme."

While the competitions and participations fared well, there were a few difficulties they faced in the beginning. "The day after we announced the competitions, we found two positive cases in our radio office. The office had to be shut down and all work shifted to our homes for the next few days. Although it was hard at first, we could successfully hold the competitions due to the enthusiasm and cooperation of our participants and listeners." In total, 220 participants took part in the competitions.

The radio also received immense help from Government Appointed 'Anganwadi' workers. They supported the radio during the competition and appeared on special programmes. The Radio conducted 1-hour live talks with the workers, in which they talked about their struggles whilst working, and answered listeners COVID-19 related questions. "Some women could not speak on the first day, so we extended the programme to the next few days. We wanted every person to speak. We especially wanted to free their oppressed voices."

Various such programmes where questions regarding the pandemic were also conducted. "We were receiving questions from women about whether the vegetables they got from the market were safe. With the help of the Agriculture Science department, we proposed various means of sanitization." The Radio also handed out backyard vegetable kits to households in need. Following the wave of pandemic questions, the radio brought in doctors and district officers who willingly answered every doubt through phone calls. They also spread awareness regarding the pandemic through such programmes.

“This collaboration with SBC³ and UNICEF opened up new opportunities for our Community Radio. We were able to explore newer methods of promotion and programmes and were also able to expand our reach. We could break out of our usual routine and do something different, as well as help the community during the pandemic.” says RJ Yaman. With newfound means of helping the community out and providing a platform to express your thoughts during a pandemic, Radio KVK Pravara has not only encouraged their listeners, but also the social workers of Ahmednagar.



